

TOURIST DEVELOPMENT COUNCIL MEETING
SUMMARY MINUTES
DECEMBER 11, 2003 – COURTYARD BY MARRIOTT HEATHROW

MEMBERS PRESENT:

Bill Beuret – Maison et Jardin Restaurant
Pat Freeman – Altamonte Springs City Commission
M.M. “Red” McCullough – McCullough & Associates
Jay Sheppard – Best Western Marina Hotel
Helen Stairs – Helen Stairs Theatre
Steve Wolfram – Council of Local Governments
Dick Van Der Weide - Board of County Commissioners

MEMBERS ABSENT:

Frank Fry – Holiday Inn Altamonte
Linda Marshall – SpringHill Suites Altamonte

STAFF PRESENT:

Doug Barclay – Central Florida Sports Commission
Karen Brown - Seminole County CVB
Suzan Bunn – Seminole County CVB
Ann E. Colby – County Attorney’s Office
Fran Sullivan – Seminole County CVB
Kathryn Townsend – Seminole County CVB

GUESTS:

Joan Breslin – SpringHill Suites Sanford
Mike Broderick – Courtyard By Marriott
Andrea Farmer – Central Florida Zoo
Cindy Gennell – Central Florida Zoo Board
Apryl Green – SpringHill Suites Sanford
R.T. Hillery – City of Sanford
Penny Leffel – SpringHill Suites Sanford
Joe Montisano – Central Florida Zoo
Bruce Skwarlo – Orlando Marriott Lake Mary
David Steele – Comfort Inn Fern Park
Jason Weeks – Altamonte Sports

CALL TO ORDER

With a quorum present the meeting was called to order at 1:08 p.m. by Vice Chair Red McCullough. Introductions followed.

APPROVAL OF NOVEMBER 13, 2003 MINUTES

A motion by Bill Beuret to approve the minutes of the November 13, 2003 meeting was seconded by Jay Sheppard and carried.

QUESTIONS/DISCUSSION ON STAFF REPORTS

Kathryn Townsend informed members the final 02-03 budget and the new budget for 03-04 would be emailed to them. If members have questions or comments, they can either call her or arrange to meet individually. Bill Beuret remarked receiving reports in advance of the meeting is very helpful.

CENTRAL FLORIDA ZOO PRESENTATION

Joe Montisano thanked members for their continued support. Andrea Farmer presented a rhino iguana, an endangered species in residence at the Zoo. She noted they hope to be the first zoo to succeed in reproducing them in captivity. An entertaining three-minute video entitled “Itzazu” was shown. Andrea Farmer then presented a kinkajou, a small, extremely endangered primate. The Central Florida Zoo is the largest breeder of kinkajous.

The Zoo’s new miniature train opening is pending state inspection of the tracks. Members were informed the Zoo’s November report was included in their agenda packets.

SPONSORSHIP REQUEST

Presentation by Dana Allen, Allen Enterprises – Dana Allen reminded members X-treme Challenge has received \$25,000 from the TDC for the past several years. This year’s request for the series of four events is for \$20,000. His intent is to gradually decrease future requests as other sponsors are attracted. Seminole County will be featured along with Jeep in print and internet advertising which translates to approximately a 3:1 return on investment. Questions and discussion centered on concerns about length of the events, economic impact and number of room nights. Red McCullough stated he would entertain a motion to postpone action until after the three new members begin their terms in January and the TDC has an opportunity to review past events. Commissioner Van Der Weide wanted to hear staff’s recommendation. Suzan Bunn responded this is actually four events at \$5,000 each. She added there would be at least one overnight stay because participants have to come in the day before. Helen Stairs expressed her support from the nature aspect. A motion by Jay Sheppard to approve the request for \$20,000 was seconded by Helen Stairs. Discussion followed. Red McCullough quoted from the guidelines which state “events must be at least two days in duration.” Ann Colby responded these are only guidelines. The four events represent a total of five days, and there will be bonus hotel nights from training camps even though TDC dollars cannot be used to advertise them. Several comments were made supporting the request. The Chair called the question, and the motion passed unanimously. The Chair will appoint a committee after the first of the year to review the present guidelines and identify a better way to quantify event results.

OLD BUSINESS - None

NEW BUSINESS - None

GENERAL DISCUSSION/ANNOUNCEMENTS – There will a meeting of hotel general managers and directors of sales on December 16 at the Holiday Inn, Altamonte Springs, at 2:00 pm. This will be a follow-up to the sports meeting that was held last March. Red McCullough thanked Michael Broderick for the delightful meal and wished everyone happy holidays.

NEXT MEETING DATE AND LOCATION – January 8, 2004 at Hampton Inn, Lake Mary

ADJOURNMENT - There being no further business, the meeting was adjourned by the Chair at 1:50 p.m.